

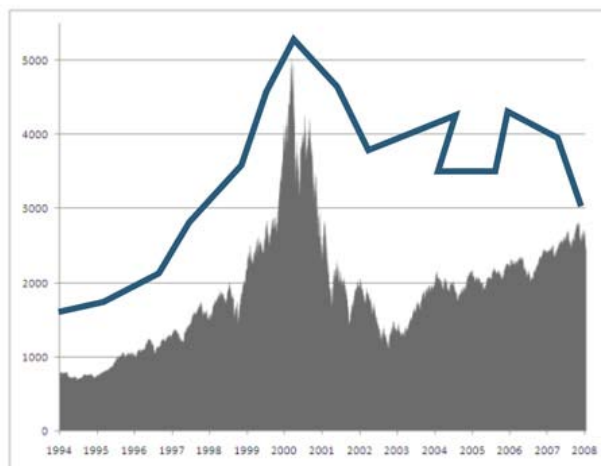
Businesses that hire people who have disabilities capitalize on new market opportunities

According to Market Research, Inc., 52 million Americans who have disabilities represent the third largest market segment today. Of all people who have disabilities:

- 73% are heads of households
- 48% are principal shoppers
- 58% own their own homes

One third of the 70 million U.S. families have at least one family member who has a disability. Representing a market of consumers with over \$1.5 trillion in discretionary income, they prefer to purchase products and services from businesses that understand and meet their needs.

In fact, 93% of the total population would prefer to spend money with businesses that hire people who have disabilities, according to a national survey cited by Office of Disability Employment Policy (ODEP).



The 2007 Diversity Inc. Top 50 Companies for Diversity Index™ outperformed the NASDAQ and the Dow Jones Industrial Average by 48 percent and the Standard & Poor's 500 by 23.4 percent. Results for one-, three- and five-year performance were competitive as well. Included in overall diversity demographics are employees who have disabilities.

Sources: Diversity, Inc., Top 50 report, 2007. NASDAQ performance 2004-2009.



For more comprehensive information on how hiring people who have disabilities can open new market opportunities for your business, visit Diversity Inc. at www.diversityinc.com and use keyword 'disability market.'